

APRIL 28 1947

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FASHION CALENDAR

NOTE: Events are reported until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 25, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Opened	SUNWEAR SHOP New beach, lounge and playclothes for summer now at De Pinna's Sunwear Shop. Open to public. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	4TH FLOOR
Friday April 25 3:00 P.M.- 5:00 P.M.	PRESS SHOWING OF PALESTINE FASHIONS First showing of Palestine fashions in America-- with sportswear, tailored suits and coats, shoes, handbags and other accessories created by leading Palestine fashion designers. Attendance by invitation. After the press showing on April 25, these fashions will become part of the Exhibition of "Palestine Democracy At Work", opening on May 1 in the Museum of Science and Industry at Radio City. Publicity: Dell Feuerlicht, MU. 2-1873.	PALESTINE FOUNDATION FUND	HOTEL PIERRE FOYER
Friday April 25	NATIONAL CONVENTION OF AMERICAN DESIGNERS Royal P. Farnum, Chairman, National Conference of Schools of Design, will speak at the 11:00 A.M. session. LeCorbusier, designer, and architect and consultant to the United Nations, will present for the first time a new system of measurements at the 3:00 P.M. session. There will be a dinner in the evening at the Holland House Taverne, Rockefeller Center, with Jan Juta, Chief of the Division of Films and Visual Education of the United Nations, and Paul Lester Weiner, architect and designer, as speakers. Announcement will be made of the Garrison Award for outstanding designs. Dinner: \$6.00. Press by invitation. Contact: S. Richard Stern, CH. 4-8535.	AMERICAN DESIGNERS' INSTITUTE	METROPOLITAN MUSEUM OF ART
Beginning Friday April 25	NAT'L AND INTERNAT'L FASHIONS IN DISPLAY New collection of posters illustrating regional fashions of foreign countries and modern presentation and complementary lettering in display art. Open to public. Contact: Dorothy Tyrolier, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday April 25- June 1	TWENTY-SIXTH ANNUAL NATIONAL EXHIBITION Exhibition of the year's selections of the best Advertising and Editorial Art. Publicity: Leonard Smith, MU. 7-6732.	ART DIRECTORS' CLUB	METROPOLITAN MUSEUM OF ART
April 26	NATIONAL BOYS' AND GIRLS' WEEK (April 26-May 3)		
April 27	BEGINNING OF DAYLIGHT SAVINGS TIME.		
April 27	NATIONAL BABY WEEK (April 27-May 3)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 28 11:00 A.M.	PRESS PREVIEW: FRENCH MODELS A collection of timeless French Couturier Models from Mag of Avenue Victor Hugo, Paris, presented at the Grace Downs Fashion Pavilion, Pent House Suite, 105 West 40th St., by Diana Hewitt of Clavel Publications, which introduced "L'Officiel de la Couture et de la Mode de Paris" to the U. S. By invitation only. Contact: Kay Buteer, CH. 4-4447.	MAG (PARIS) AVENUE VICTOR HUGO	GRACE DOWNS FASHION PAVILION (105 W 40TH)
Monday April 28- May 2 11:00 A.M.; 2:30 P.M.; 4:00 P.M.	"BATHING TIME FOR BABY"--MOVIE "Bathing Time for Baby"--a thirteen-minute Walt Disney production in technicolor, will be shown three times daily. This will be the picture's first showing in New York. Open to public. Publicity: Lee Wallace, CH. 4-2000, Ext. 3073.	MACY'S NEW YORK	4TH FLOOR BROADWAY BUILDING
Monday April 28 4:30 P.M.	FALL SHOE SHOW Joyce will have a showing of their Fall shoe collection for press and buyers. Attendance strictly by invitation. Publicity: Thomas H. Bakewell, CH. 4-3021.	JOYCE, INC. (PASADENA, CAL.)	RITZ CARLTON HOTEL BALLROOM
Monday April 28 5:00 P.M. Cocktails	PRESS PREVIEW: NEW TEXTILES Special exhibit of textiles on Georg Jensen's second floor. (This exhibit will be open to the public during the following week.) Attendance by invitation only. Publicity: Irene McCallum, EL. 5-6630.	GEORG JENSEN (667 FIFTH AVE.)	2ND FLOOR
Week of April 28	SHOE GUILD WEEK: EARLY FALL OPENINGS Highlighting early Fall shoe styles in street, dress, formal, and indoor types. Back-to-school shoes will be bought at this time as will shoes for coordination with ready-to-wear and accessories, for July, August and September delivery. Member firms of the Guild are Cangemi, Inc.; Thomas Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Reual, Inc.; Schwartz and Benjamin, Inc. (Custom-craft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Tuesday April 29 11:00 A.M.	TRADE SHOWING: FRENCH MODELS First important Paris collection to be shown in America since the war. Diana Hewitt of Clavel Publications, who introduced L'Officiel to the U.S., presents a distinguished collection from Mag of Paris, specially selected for American trade. Fee for viewing: \$100. By appointment. Unique features: patents and fabric resources available. Call: Kay Buteer, CH. 4-4447.	MAG (PARIS) AVENUE VICTOR HUGO	GRACE DOWNS FASHION PENTHOUSE (105 W 40TH)
Tuesday April 29 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "A prologue to Summer"--young, hot-weather, designed-in-St. Louis--fashions shown at luncheon. Press by invitation. Public by reservation. For reservations, contact: Headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ST. LOUIS FASHION CREATORS	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 29 4:00 P.M. Tea	PRESS SHOWING OF TABLE LINEN Outstanding examples of lace-trimmed, hand-embroidered table linen of heirloom quality from France, Belgium and Italy. (Originally scheduled for Monday, April 28). Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	9TH FLOOR
Tuesday April 29- May 1 3:30 P.M.	CHILDREN'S FASHIONS FOR SUMMER Martin's presents a series of three showings of Summer fashions for children as part of the annual observance of Brooklyn Week for the Blind. Open to public. Publicity: Kay Connnelly, TR. 5-3100.	MARTIN'S BROOKLYN	ST. GEORGE HOTEL MAIN BALLROOM
Wednesday April 30 1:00 P.M. Luncheon	BREEZY COLLECTION OF SUMMER CLOTHES Russeks sails into Summer with a collection of Summer clothes for sea, sand and samba. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday April 30 2:30 P.M.	SHOWING OF NEW KNITWEAR A showing of knitwear by Altman's Yarn Department, including sweaters, two-piece dresses, hats, gloves and scarfs. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR
May 1	MAY DAY OR CHILD HEALTH DAY (Thursday).		
Saturday May 3 11:00 P.M.	CLOTHES FOR THE CAREER GIRL A presentation of moderate-priced clothes for the career girl. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	6TH FLOOR
Saturday May 3 11:30 A.M.; 2:30 P.M.	TEEN-AGE FASHION PRESENTATION Entertainment, quiz program and fashion show by Hearn's "Hi-Club", with guest stars Elliott Lawrence, orchestra leader; Georgie Price, comedian; The Three Flames, song writers; Jack Kilty, male lead of "Oklahoma!"; and others. Summer clothes for the career-minded teenager and her vacation-minded friends will be accented. Open to public. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARN'S 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
Saturday May 3 8:00 P.M.- 8:30 P.M.	FASHION SHOW VIA TELEVISION Gowns by Nettie Rosenstein accessorized with millinery from Mme. Pauline will be shown during WCBW's "Fashion Showcase"--another in the series of fortnightly fashion shows presented by the Columbia Broadcasting System under the direction of Paul Belanger, assisted by Lou Hudiburg. Press by invitation. Publicity: James Kane, MU. 6-6340.	WCBW	CBS 15 VANDERBILT AVENUE
Monday May 5 3:00 P.M.	"COLOR IN THE SUN" Presentation of "Color In The Sun" fashions from Lane Bryant's Missy Department at a cocktail party given in conjunction with "Duel In The Sun". Attendance by invitation only. Publicity: Paula Miller, LE. 2-0200, Ext. 310.	LANE BRYANT	WALDORF-ASTORIA PILLEMENT SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 5- May 10	INTERNATIONAL TRAVEL EXPOSITION An international exposition covering travel, transportation and allied fields, with a Fashion Center at which sportswear by leading designers, fabric houses and department stores will be displayed. Admission: \$1.00. Fashion Publicity: Lyn Davis, EL. 5-3296.	TRAVEL EXPOSITIONS INC. (270 PARK AVENUE)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Monday May 5- May 11	NINTH ANNUAL NATIONAL POSTURE WEEK Window and interior displays by stores, and newspaper and radio advertising will stress the importance of good posture to better health, physical fitness and appearance. Sponsored by the S. H. Camp Co., of Jackson Michigan, through the Samuel Higby Camp Institute for Better Posture, with national headquarters in New York. Publicity: Frank Kaufman, CH. 4-5798.	S. H. CAMP & CO. JACKSON, MICHIGAN	200 MADISON AVENUE
Wednesday May 7 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOWING Dresses and suits for parties and play, in sizes 2 through 10, presented at luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Publicity: Lillian Brogan, PL. 3-1241. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MISS L. BROGAN (30 EAST 54TH ST.)	WALDORF-ASTORIA SERT ROOM
Cancelled May 8	THE SALLY MASON PRESS PREVIEW OF BACK-TO-SCHOOL BLOUSES, ORIGINALLY SCHEDULED FOR THURSDAY, MAY 8, AT 9:30 A.M., HAS BEEN CANCELLED.		
Sunday May 11	MOTHER'S DAY (Chmn. of National Committee--George J. Hecht, Publisher, Parent's Magazine, MU. 5-4400).		
Monday May 12 1:00 P.M. Luncheon	NEW SUMMER COTTONS AT LUNCHEON SHOWING "Here comes the well-dressed girl, and she's wearing Mary Lewis clothes"-- a showing of new Summer cottons by Mary Lewis. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MARY LEWIS	ST. REGIS HOTEL ROOF
Monday May 12 5:00 P.M. Cocktails	HAIR FASHION REVUE AND COCKTAIL PARTY Guro presents Summer coiffures based on the principle of basic, convertible, plastique foundation. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	BERNARD AZ GURO (441 MADISON AVE.)	WALDORF-ASTORIA WLST FOYER
May 12	NATIONAL HOSPITAL DAY (Monday)		
Tuesday May 13 10:30 A.M.- 4:00 P.M.	FIRST ANNUAL FASHION SHOW, CLINIC The Infants' and Children's Wear Buyers' Association will hold its first annual fashion show and clinic, with a forum in the morning from 10:30 A.M. to 12:00 Noon, at which the following speakers will discuss the children's market from economic and fashion angles: Anna M. Rosenberg, Public and Labor Relations Counsel; Sally Victor, Marcus Nadler, Professor of Economics, N. Y. U.; Hope Skillman, President, Skillmill. This will be followed by a fashion showing of new merchandise to be presented during luncheon. Tickets for forum and luncheon: \$10.00 for members; \$12.50 for non-members. Press by invitation. Director and Publicity: Mildred Kaldor, BR. 9-9399.	INFANTS' AND CHILDREN'S WEAR BUYERS ASS'N, INC.	HOTEL PLAZA, BALLROOM AND TERRACE ROOM

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Tuesday May 13 4:30 P.M.- 6:00 P.M. Tea	MILLINERY TEA AND FASHION SHOW The Millinery Creators' Guild will show its Fall collections to buyers and the press. Members showing include: Harryson Hats, Bernice Charles, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim Hats, Germaine Montabert, Vogue Hats-Garfunkel Makers. Attendance strictly by invitation. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY CREATORS' GUILD	HOTEL PIERRE COTILLION ROOM
Wednesday May 14 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Summer collection of playclothes, bathing suits and evening gowns by Claire McCardell of Townley Frocks. Press by invitation. Public by reservation. For reservations, contact: EL. 5-3000. Contact: Kather Beal, LO. 5-4285. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	CLAIRE McCARDELL	WALDORF-ASTORIA SERT ROOM
Wednesday May 14 3:00 P.M.	PRESS SHOW: EDMARK GOWNS There will be a showing of Edmark's new Fall line for the fashion press. (This show postponed from Monday, April 14). Attendance by invitation only. Publicity: J. Raymond & Co., PL. 3-5684-5.	EDMARK GOWNS	550 SEVENTH AVENUE SHOWROOM
Wednesday May 14 3:30 P.M.	PRESS SHOWING: CUSTOM- ORDER COLLECTION Zoe de Salle will present a press preview of her exclusive custom-order collection of gowns and millinery. Attendance by invitation only. Contact: Zoe de Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SALON
Thursday May 15 4:00 P.M. Cocktails	PRESS PREVIEW: NEW FALL DESIGNS New designs in Fall dresses by Gertrude Rothschild, designer for Ben Lindner. Attendance by invitation only. Publ.: Mildred Kaldor, BR. 9-9399.	BEN LINDNER	1400 BROADWAY SHOWROOM
Beginning May 19	OPENING OF FALL LINE Opening of Frances Sider's Fall line of blouses, playclothes and separates. By appointment. Publicity: Ann Rabin, BR. 9-3790.	FRANCES SIDER (1384 BROADWAY)	SHOWROOM
Beginning Monday May 19	OPENING OF FALL LINES The FOGA Fall Openings will be held earlier than usual this year. In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include:	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
	HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED. GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG	JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS	PARNIS-LIVINGSTON, INC. BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. HANNAH TROY, INC.
	Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.		

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Beginning Monday May 19	OPENING OF FALL SPORTSWEAR LINES The Fall Openings of the members of the Sportswear Guild will begin on the earliest date since the Guild's inception. Members include: ADLER AND ADLER, INC. DAVIDOW. DAVID M. GOODSTEIN, INC. KANE-WEILL, INC.	THE SPORTSWEAR GUILD MUTUAL-ROSENBLUM CO. CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES, INC. Contact individual manufacturers.	MANUFACTURERS' SHOWROOMS
May 19	CLEAN-UP WEEK (May 19-May 24)		
Monday May 19-	ANNUAL NATIONAL COTTON WEEK	COTTON-TEXTILE INST. NAT'L COTTON COUNCIL	THROUGHOUT THE COUNTRY
May 24	"Pick Cotton" is the slogan for National Cotton Week, co-sponsored by the Cotton-Textile Institute and the National Cotton Council, and emphasizing the return to store shelves of quality cottons which were scarce during the last five years. Posters and literature, pointing out the merits of new cotton merchandise, will be sent to the thousands of stores across the continent which regularly participate in the event. Contact: Cotton-Textile Institute, 320 Broadway, WO. 2-0270.		
Tuesday May 20	PRESS PREVIEW: FALL COLLECTION	ELEANORA, INC. (9 EAST 47TH ST.)	SHOWROOM
10:00 A.M. Breakfast	Eleanora presents her first Fall showing of gowns and dresses for women at a press breakfast. Attendance by invitation only. Publicity: Alyce Gregg, PL. 8-1475.		
Tuesday May 20 3:30 P.M.; 5:30 P.M.	FASHION SHOWING OF NEW ACCESSORIES Showing of fashion accessories by Lucienne Harang. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	LUCIENNE HARANG (135 EAST 39TH ST.)	ST. REGIS HOTEL PENTHOUSE SUITE
Tuesday May 20 3:30 P.M.	"CALLING ALL GIRLS" FALL PREVIEW Calling-All-Girls' "Back-to-School Treasure Hunt"--a preview of back-to-school fashions for teens staged for retailers and advertising agency executives. Fashions shown will be featured and advertised in the August and September issues of the magazine. Manufacturers of teen apparel and merchandise will be invited to attend the cocktail party following the fashion show. Attendance by invitation only. Publicity: Nancy Popper, fashion editor, MU. 5-4400.	CALLING ALL GIRLS MAGAZINE	RITZ-CARLTON HOTEL GRAND BALLROOM
May 21	OUTDOOR CLEANLINESS DAY (Wednesday)		
Wednesday May 21 3:00 P.M. Cocktails	COLLECTION OF "ONE WORLD" FASHIONS New Fall collection of Junior Deb originals--coats, suits, raincoats, etc., with the introduction of a new line of "JD" ensembles--two-piece dress-jacket combinations. Attendance by invitation only. Publicity: Bea Baris, LO. 3-6755.	SIMON COHEN & CO. (512 SEVENTH AVE.)	RITZ CARLTON HOTEL

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Wednesday May 21 4:00 P.M. Cocktails	FALL SHOWING FOR PRESS AND TRADE Eta will present her new Fall fashions to the press and trade. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA	HOTEL PLAZA TERRACE ROOM
Thursday May 22 9:00 A.M. Breakfast	FALL COLLECTION OF SPORTSWEAR AND BLOUSES Opening of del Mar's Fall Collection of sportswear and blouses, including a group of Back-to-School fashions -- all designed by Clifford. For press and trade, by invitation only. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Publicity: Mildred Kaldor, BR. 9-9399.	DEL MAR SPORTSWEAR (1400 BROADWAY)	HOTEL PIERRE COTILLION ROOM
May 22	NATIONAL MARITIME DAY (Thursday)		
Friday May 23 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL ORIGINALS Buffet luncheon and showing of Anna Miller's Fall line at her Showroom, 17th floor. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
May 24	NATIONAL TENNIS WEEK (May 24-May 31)		
May 24	NATIONAL FOOT HEALTH WEEK (May 24-May 31)		
Tuesday May 27 4:30 P.M.- 6:30 P.M. Cocktails	SHOWING OF FALL COLLECTION Designer collection of unusual costumes for Fall, 1947, including suits, tailored clothes, cocktail and evening gowns. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	KIVIETTE	RAINBOW ROOM ROCKEFELLER CENTER
Wednesday May 28 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: FUR FASHIONS Maximilian is presenting to the press his Fall and Winter collection of fur designs. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	HOTEL PLAZA GRAND BALLROOM
May 30	MEMORIAL DAY (Friday)		
Monday June 2- June 14 11:00 A.M.- 11:00 P.M.	INTERNATIONAL EXPOSITION FOR FASHION MANUFACTURERS (36 WEST 47TH ST.) "Fabric is the Base of Fashion" will be the theme of the First Annual International Exposition for Fashion Manufacturers of Textiles, Trimmings and Factory Equipment. Displays of fabrics of all types, by over 210 American mills, and fashions, textiles, trimmings and accessories from Italy, France, Switzerland, Sweden, Belgium, Holland, and Great Britain will occupy four floors of the Grand Central Palace. Cost of exhibit space to exhibitors ranges from \$250.00 upward. Admission: \$1.00 (plus tax). For all identified with the fashion industry, no admittance charge June 2nd through June 7th. Publicity: Arthur Tarshis, President, Exhibitions of Fashion, Inc., WA. 9-8068.	EXHIBITIONS OF FASHION	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.

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Thursday June 5 10:30 A.M.; 2:30 P.M.; 5:00 P.M.	SHOWING OF NEW FALL FASHIONS AND MOVIE At 10:30 A.M. and 2:30 P.M. Sam Friedlander will premiere his new Fall fashions to the press, introducing the new silhouette for 1947. Attendance by invitation only. At 5:00 P.M. there will be a special showing of the twenty Moyen Originals featured in the second "Fantasy in Fashion" motion picture, for those participating in the motion picture promotion. Contact: PE. 6-2663.	SAM FRIEDLANDER	HOTEL ASTOR GRAND BALLROOM
Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	NAT'L SEWING CONTEST FASHION SHOWING Seventh annual National Sewing Contest fashion show and cocktail party, at which 8 national prize-winning and 30 other garments from 41 major U. S. cities will be modeled. Press invited to attend. Publicity: Grace Turner, MU. 2-6560.	NAT'L NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 12- June 21 11:00 A.M.- 11:00 P.M.	THE FASHION FAIR Exposition of all aspects of the fashion apparel and related industries -- from lingerie to mink and diamonds -- with music, choreography and design to dramatize the products. The Fair will occupy Madison Square Garden Exposition Hall, at one end of which there will be a stage where the creations of America's leading designers, and living fashions from <u>Mademoiselle</u> and <u>Charm</u> magazines, will be presented at four fashion shows daily. The remainder of Exposition Hall will be devoted to a "Midway of Fashion", featuring other fashion displays and live shows built around them. Honorary Chairman: Governor Thomas E. Dewey. Chairman: Tex McCrary, radio and television producer. Producer: Leon Leonidoff, Radio City Music Hall. Designer: Raoul Pene duBois, Broadway and Hollywood stage designer. Executive Director: Lester Stone. Merchandising Director: Sam Cook Singer. Fashion Councilor: June Hamilton Rhodes, Bureau of Fashion Trends. Executive Secretary: Shirley Spaulding, Fashion Director of Fashion Trades. Cost for exhibitors: \$750 to \$6500. Tickets: \$2.00 (plus tax). A percentage of box office proceeds will be donated to the Society of Memorial Center. Contact: Shirley Spaulding, The Fashion Fair, 630 Fifth Avenue, CI. 7-2496.	LEADER ENTERPRISES, INC.	MADISON SQ. GARDEN EXPOSITION HALL
Monday June 23- June 25	SECOND ANNUAL RAINWEAR CONVENTION Second annual Rainwear Sales Convention at the Hotel New Yorker. (Dinner and Fashion show in Waldorf-Astoria, Grand Ballroom, June 24. See below). Publicity: Jack Berman or Bea Baris, Room 910, 350 Fifth Ave., LO. 3-6759.	NATIONAL RAINWEAR MANUFACTURERS ASSN.	HOTEL NEW YORKER
Tuesday June 24 4:30 P.M.- 6:30 P.M.	FASHION SHOW: NEW RAINWEAR Fall fashions in rainclothes presented at a cocktail showing. Attendance by invitation only. Publicity: Jack Berman or Bea Baris, LO. 3-6759.	LECAP	WALDORF-ASTORIA JADE ROOM
Tuesday June 24 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY, DINNER AND FASHION PRESENTATION Second annual rainwear fashion show and dinner sponsored by the Rainwear Manufacturers' association. Cocktails at 6:00 P.M.; dinner at 7:00 P.M.; fashion show at 9:00 P.M. Tickets: \$15.00 per person, by invitation only. Press by invitation. Publicity: Jack Berman or Bea Baris, LO. 3-6759.	NAT'L RAINWEAR MANUFACTURERS' ASSN.	WALDORF-ASTORIA GRAND BALLROOM

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Monday April 28 OPENING: BALLET THEATRE N. Y. CITY CENTER, 55TH ST., EAST OF B'WAY
Ballet Theatre will inaugurate a three-weeks' series of ballet presentations. Opening night program: Les Sylphides, Romeo and Juliet, Pas de Deux, Interplay. Publicity: Jean Dalrymple, MU. 5-3114.
- Tuesday April 29 OPENING: "A YOUNG MAN'S FANCY". PLYMOUTH THEATRE, 45TH ST. W. OF B'WAY
Henry Adrian presents a new comedy about a children's summer camp, by Harry Phurschwell and Alfred Golden, with Lenore Lonergan, Bill Talman and Lynne Carter. Directed by Robert E. Perry. Settings: Ralph Alswang. Costumes: Lou Eisele. Publicity: Bernard Simon, CI. 5-7294.
- Wednesday April 30 PREMIERE: "THE OTHER LOVE" (Movie) RIVOLI THEATRE, B'WAY & 49TH ST.
United Artists release of an Enterprise production exploring the psychological tortuities of a pretty concert pianist, with Barbara Stanwyck, David Niven, Richard Conte, Joan Lorring and Gilbert Roland. Produced by David Lewis; directed by Andre de Toth. Costumes: Edith Head. Publicity: Tess Michaels, CI. 5-6000.
- Thursday May 1 "THE MEDIUM" and "THE TELEPHONE" BARRYMORE THEATRE, 47TH ST. W. OF B'WAY
Chandler Cowles and Efrem Zimbalist, Jr. will present twin lyric dramas by Gian-Carlo Menotti. Settings and costumes by Horace Armistead. Publicity: Dorothy Ross, BR. 9-5906.
- Thursday May 1 - June 14 CARNEGIE "POP" CONCERTS CARNEGIE HALL, 7TH AVE. & 57TH ST.
Second season of Carnegie "Pop" Concerts, with programs of light symphonic music of the popular classical type. Robert Merrill, baritone, will be featured soloist on opening night. Prices: \$1.00-\$3.00. Publicity: Alix B. Williamson, VA. 6-1466.
- Friday May 2 OPENING: "HEADS OR TAILS" CORT THEATRE, 48TH ST. EAST OF B'WAY
Your Theatre, Inc. presents the H. J. Lengsfelder and Irvin Drake farce comedy about a diplomat with Jed Prouty, Audrea Lindley and Les Tremaine. Directed by Edward S. Cline. Settings: Watson Barratt. Costumes: Alice Gibson. Publicity: Stanley Seiden, CI. 6-2696.
- Friday May 2 PREMIERE: "CARNEGIE HALL" (Movie) WINTER GARDEN & PARK AVENUE THEATRES
United Artists' musical film recording the colorful history of Carnegie Hall, with a cast including Lily Pons, Jascha Heifetz, Artur Rubinstein, Walter Damrosch, Rise Stevens, Gregor Piatorsky, Jan Peerce, Ezio Pinza, Leopold Stokowski, Harry James, Vaughn Monroe and Bruno Walter. The Park Avenue Theatre run will be on a reserved-seat basis. Director: Edgar G. Ulmer. Producer: Morris LeBaron. Costumes: Marion Herwood Keyes. Publicity: Tess Michaels, CI. 5-6000.
- Wednesday May 7 PREMIERE: "DUEL IN THE SUN" (Movie) CAPITOL THEATRE, & 36 LOEW'S THEATRES
Vanguard Films' release of the David O. Selznick Technicolor production based on Niven Busch's novel about the love of a savage, beautiful half-breed girl for a worthless cowboy. Jennifer Jones, Gregory Peck, Joseph Cotten, Lionel Barrymore and Dorothy Gish are the stars. Director: King Vidor. Costumes: Walter Plunkett. Publicity: Joe Roberts, EL. 5-5323.

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